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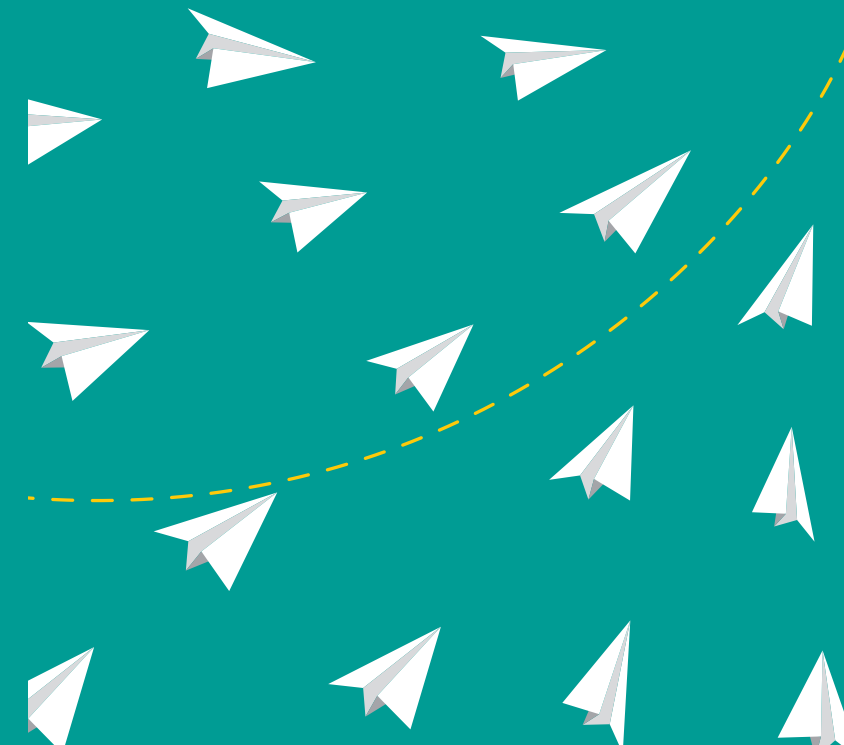


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R A T E C A R D

with effect from 1st April, 2024

MATHRUBHUMI KERALA'S MOST FORMIDABLE MEDIA FORCE

The Mathrubhumi brand promise of authenticity and credibility in delivering curated news has earned us a cherished niche in Malayalee hearts and households for the newspaper and our publications – Mathrubhumi Daily, Mathrubhumi Illustrated Weekly, Grihalakshmi, Arogyamasika, Yathra, Star & Style, Thozhilvartha, GK & Current Affairs, Balabhumi, Minnaminni and Mathrubhumi Yearbook. Verticals, like Mathrubhumi News, Kappa Originals, Club FM and Kappa TV are game-changers in their respective fields, both in Kerala and abroad. Mathrubhumi.com offers the latest in digital content, both in news and entertainment. Thus, our bouquet of platforms makes us the go-to integrated media solutions provider in India's most literate state.

Illustrated Weekly, Balabhumi, Minnaminni, Arogyamasika and GK & Current Affairs

	Width		Height
Full Page	16.30	X	22.50
Full Page Bleed (Material)	18.80	X	26.00
Full Page Trimmed	18.50	X	25.40
Double Page	34.60	X	22.50
Double Page Bleed (Material)	37.60	X	26.00
Double Page Trimmed	37.00	X	25.40
½ Page Vertical	7.95	X	22.50
½ Page Horizontal	16.30	X	11.00

GRIHALAKSHMI (MECHANICAL DATA)

	Width		Height
Full Page	16.8 cm	x	21.5 cm
Full Page Bleed (Material)	19.8 cm	x	26.0 cm
Trimmed Size	19.5 cm	x	25.5 cm
Double Page (Material)	35.6 cm	x	21.5 cm
Double Page Bleed (Material)	39.6 cm	x	26.0 cm
Double Page Trimmed	39.0 cm	x	25.5 cm
½ Page Vertical	8.1 cm	x	21.5 cm
½ Page Vertical Bleed	9.5 cm	x	26.0 cm
½ Page Horizontal	16.8 cm	x	10.5 cm
½ Page Horizontal Bleed	19.8 cm	x	12.6 cm

YATHRA AND STAR & STYLE (MECHANICAL DATA)

	Width		Height
Full Page Normal	18.3	X	22.7 cm
Full Page Bleed	21.3	X	26.3 cm
Double Page Normal	39.6	X	22.7 cm
Double Page Bleed	42.6	X	26.3 cm
Half Page Vertical Normal	9	X	22.7 cm
Half Page Vertical Bleed	10.5	X	26.3 cm
Half Page Horizontal Normal	18.3	X	11.2 cm
Half Page Vertical Bleed	21.3	X	13 cm

THOZHILVARTHA (MECHANICAL DATA)

Full Page	31 x 24.4 cm
1 Column	3.9 cm
2 Column	8 cm
3 Column	12.1 cm
4 Column	16.2 cm
5 Column	20.3 cm
6 Column	24.4 cm

PREMIA - THOZHILVARTHA

Front Page	150% extra
Any Specified Inside Page	25% extra
Page 3	40% extra
Page 5	30% extra
Back Page	50% extra

Advertisement Tariff - Periodicals (GST Applicable)

(All rates in ₹)

	Colour		B & W					
	Back Cover	Inside Covers	Full Page	Half Page	Full Page	Half Page	Full Page	Half Page
Grihalakshmi	4,40,000	i 3,10,000 ii 2,85,000	2,70,000	1,50,000				
Arogyamasika	3,20,000	i 2,85,000 ii 2,40,000	2,15,000	1,25,000	1,20,000	80,000		
Mathrubhumi Illustrated Weekly	98,000	i 68,000 ii 58,000	50,000	30,000	30,000	18,000		
Star & Style	1,75,000	i 1,25,000 ii 1,20,000	1,15,000	60,000				
Balabhumi	53,000	i 43,000 ii 36,000	30,000					
Yathra	1,80,000	i 1,30,000 ii 1,25,000	1,20,000	60,000				
Minnaminni	52,000	i 38,000 ii 32,000	25,000					
Harisree	90,000	i 75,000 ii 65,000	50,000					
GK & Current Affairs	60,000	i 40,000 ii 35,000	30,000					
Grihalakshmi Split (Full page)	1,20,000 N	85,000 S	1,20,000 C					
Arogyamasika Split (Full page)	1,20,000 N	1,20,000 S						
	Display		Classifieds per word					
	B/W	Colour	ORDINARY	BOLD	One Line Spl. Heading	160		
Thozhilvartha	525/sq.cm.	1050/sq.cm.	Thozhilvartha	160	165	Box + Postage	25 + 150	
Thozhilvartha Split	360/sq.cm.	720/sq.cm.	Daily+Thozhilvartha	135	140	Overseas Postage	500	

ഗൃഹലക്ഷ്മി
നിങ്ങളെ മനസ്സിലാക്കുന്നു. എപ്പോഴും.

മാതൃഭൂമി ആരോഗ്യമാസിക
NO. 1 HEALTH MAGAZINE IN INDIA
അറിവിലൂടെ ആരോഗ്യം

മാതൃഭൂമി
ആഴ്ചപ്പതിപ്പ്

Mathrubhumi Star & Style

മാതൃഭൂമി തൊഴിൽവാർത്ത
ഇന്ത്യയിലെ No.1 തൊഴിൽ പ്രസിദ്ധീകരണം

Mathrubhumi GK & CURRENT AFFAIRS

മാതൃഭൂമി യാത്ര
The Complete Travel Magazine

മാതൃഭൂമി മാസിക
രസിക്കാണും പഠിക്കാണും

മാതൃഭൂമി ചിന്താചിന്തി
സംസാരി / പ്രവചന കൂട്ടിക്കൽ

മാതൃഭൂമി ഇയർബുക്ക്
PLUS 2024

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Website: www.mathrubhumi.com

Advertisement Tariff - Daily (GST Applicable)

(All rates in ₹ per sq.cm.)

EDITIONS	DISPLAY							CLASSIFIED DISPLAY		VIJAYA PADAM	FINANCIAL/POLITICAL		CLASSIFIED
	Normal B&W	Normal Colour	Front Page Clr	Page 3/ BP Clr	Page 3 BW	Page 9 BW Solus	BP BW	BW	Clr	BW	BW	Clr	Per Word
TRIVANDRUM	510	945	1910	1480	714	740	765	371	579	375	531	1060	145
KOLLAM	325	650	1180	900	455	471	488	275	438	245	345	692	145
ALAPPUZHA	315	610	1105	850	441	457	473	292	426	275	342	685	145
KOTTAYAM	400	790	1435	1105	560	580	600	342	545	345	445	888	145
KOCHI	540	1070	2000	1500	756	783	810	421	669	425	590	1180	145
THRISSUR	420	800	1470	1130	588	609	630	337	505	340	440	885	145
PALAKKAD	340	655	1285	955	476	493	510	310	484	300	355	715	145
MALAPPURAM	300	600	1105	855	420	435	450	246	347	255	337	675	145
KOZHICODE	390	740	1500	1090	546	565	585	327	541	335	415	827	145
KANNUR	340	680	1230	965	476	493	510	311	482	295	377	755	145
MUMBAI	105	200	370	280	147	152	158	117	189	115	127	255	100
BENGALURU	110	210	385	295	154	160	165	117	178	115	121	242	110
CHENNAI	95	180	330	255	133	138	143	100	167	105	119	240	110
DUBAI	240	375	515	460	336	348	360	134	201	195	240	480	120
ALL KERALA	2500	5000	8940	6930	3500	3625	3750	1973	3164	1990	2740	5480	230
ALL INDIA	2600	5250	9100	7050	3640	3770	3900	2092	3300	2200	3110	6070	250
ALL KERALA + DUBAI	2555	5200	9000	7000	3577	3705	3833	2015	3282	2115	2935	5880	250
ALL KERALA + MUMBAI	2555	5200	9000	7000	3577	3705	3833	2035	3282	2115	2935	5880	250
ALL KERALA + BENGALURU	2555	5200	9000	7000	3577	3705	3833	2035	3282	2115	2935	5880	250
ALL KERALA + CHENNAI	2555	5200	9000	7000	3577	3705	3833	2035	3282	2115	2935	5880	250
ALL INDIA + DUBAI	2705	5270	9200	7100	3787	3922	4058	2145	3315	2250	3115	6100	250
ALL METROS (MBC)	300	550	1000	750	420	435	450	314	449	330	350	700	175
ANY 2 EDITIONS													160
ANY 3 EDITIONS													175
ANY 4 EDITIONS													190
ANY 5 TO 7 EDITIONS													205
ANY 8 TO 10 EDITIONS													230
ANY 11 TO 14 EDITIONS													250

BOLD LETTERS ₹5 extra

SPECIFICATIONS

COLUMN WIDTH

Size of Type Page : 52 cm x 32.6 cm 1 Col.: 3.9 cm 2 Col.: 8 cm 3 Col.: 12.1 cm 4 Col.: 16.2 cm
 Column Length : 50.6 cm 5 Col.: 20.3 cm 6 Col.: 24.4 cm 7 Col.: 28.5 cm 8 Col.: 32.6 cm
 No. of Columns to Page : 8
 MATERIAL: PDF format (high resolution). Tolerance + or - 0.02

SIZE SPECIFICATIONS - DAILY

Front Page Minimum Size: 12.1 cm x 20 cm Above Pocket Cartoon Front Page: 3.9 cm x 5 cm

Advertisement Tariff - Daily (GST Applicable)

(All rates in ₹ per sq.cm.)

EDITIONS	PERSONAL ADS								
	B/W				COLOUR				
	NOR. B/W	P2 B/W	P3 B/W	BP B/W	NOR. CLR	P2 CLR	P3 CLR	BP CLR	FP CLR
TRIVANDRUM	218	273	316	327	285	356	399	428	945
KOLLAM	183	229	265	275	230	288	322	345	650
ALAPPUZHA	208	260	302	312	260	325	364	390	610
KOTTAYAM	208	260	302	312	260	325	364	390	790
KOCHI	308	385	447	462	390	488	546	585	1070
THRISSUR	215	269	312	323	270	338	378	405	800
PALAKKAD	169	211	245	253	212	265	308	318	655
MALAPPURAM	145	181	210	217	200	250	290	300	600
KOZHICODE	200	250	290	300	255	319	357	383	725
KANNUR	163	204	236	245	220	275	308	330	680
MUMBAI	100	125	145	150	123	154	172	185	200
BENGALURU	95	119	138	143	117	146	164	176	210
CHENNAI	95	119	138	143	117	146	164	176	180
DUBAI	90	113	131	135	111	139	155	167	375
ALL KERALA	1625	2031	2356	2438	2010	2513	2814	3015	5000
ALL INDIA	1715	2144	2487	2573	2090	2613	3031	3135	5250
ALL KERALA + DUBAI	1630	2038	2364	2445	2025	2613	2936	3038	5200
ALL KERALA + MUMBAI	1630	2038	2364	2445	2025	2531	2936	3038	5200
ALL KERALA + BENGALURU	1630	2038	2364	2445	2025	2531	2936	3038	5200
ALL KERALA + CHENNAI	1630	2038	2364	2445	2025	2531	2936	3038	5200
ALL INDIA + DUBAI	1720	2150	2494	2580	2117	2646	3070	3176	5270
ALL METROS (MBC)	260	325	377	390	340	425	493	510	550

CL. Special Heading Rates SINGLE LINE

Any 1 Edition	175
Any 2 Edition	200
Any 3 Edition	230
Any 4 Editions	260
Any 5 to 7 Editions	285
Any 8 to 10 Editions	310
Any 11 to 15 Editions	340

CL. Special Heading Rates TWO LINES

1 Edition	350
2 Edition	400
3 Edition	460
4 Editions	520
5 to 7 Editions	570
8 to 10 Editions	620
11 to 15 Editions	680

CL. Special Heading Rates THREE LINES

1 Edition	525
2 Edition	600
3 Edition	690
4 Editions	780
5 to 7 Editions	855
8 to 10 Editions	930
11 to 15 Editions	1020

CLASSIFIEDS

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